

***What is claimed is:***

1. A web-based method for increasing the effectiveness of a fundraising campaign by providing incentives to fundraisers and thereby motivating them to enthusiastically raise money on the Internet, the method allowing NPOs to cooperate with corporations to provide the incentives to the fundraisers, the method comprising:

contacting corporations to participate in a fundraising campaign by providing e-coupons, the e-coupons providing discounts for online shopping;

receiving the e-coupons;

creating one or more virtual goodie bags containing the e-coupons;

contacting friends, family and others to solicit donations; and

providing the virtual goodie bags to the fundraisers.

2. The method according to claim 1, further comprising the step of purchasing merchandize online and using the e-coupons to obtain discounts on the merchandize.

3. The method according to claim 1, wherein the friends, family and others are contacted via emails.

4. The method according to claim 1, further comprising the step of creating one or more reports of the fundraising campaign.

5. The method according to claim 4, wherein the report includes the amount of money raised in the campaign.

6. The method according to claim 4, wherein the report includes the fundraisers engaged in the fundraising campaign.

7. The method according to claim 4, wherein the report includes information about the donors.

8. The method according to claim 4, wherein the report includes information about the corporations participating in the campaign.

5 9. The method according to claim 1, wherein the virtual goodie bag is a web page that includes the e-coupons.

10 10. The method according to claim 1, wherein the emails include a link to a personal donation page.

11. The method according to claim 1, wherein the email includes information about the fundraising campaign.

12. The method according to claim 1, wherein the email includes information about the fundraisers.

13. The method according to claim 1, further comprising acknowledging the corporations on a virtual plaque.

14. The method according to claim 1, further comprising acknowledging the fundraisers on a virtual plaque.

20 15. The method according to claim 1, further comprising acknowledging the donors on a virtual plaque.

25 16. A web-based system for increasing the effectiveness of a fundraising campaign by providing incentives to fundraisers and thereby motivating them to enthusiastically raise money on the Internet, the system allowing NPOs to cooperate with corporations to provide the incentives to the fundraisers, the system comprising:

means for contacting corporations to participate in a fundraising campaign by providing e-coupons;

30 means for receiving the e-coupons;

one or more virtual goodie bags containing the e-coupons;

email means for contacting friends, family and others to solicit donations; and  
means for providing the virtual goodie bags to the fundraisers.

17. The system according to claim 15, further comprising one or more reports  
5 of the fundraising campaign.

18. The system according to claim 16, wherein the report includes the amount  
of money raised in the campaign.

10 19. The system according to claim 16, wherein the report includes the  
fundraisers engaged in the fundraising campaign.

15 20. The method according to claim 16, wherein the report includes  
information about the donors.

21. A computer program product including a program code embodied in a  
storage medium for carrying out a web-based method for increasing the effectiveness of a  
fundraising campaign by providing incentives to fundraisers and thereby motivating them  
to enthusiastically raise money on the Internet, the method allowing NPOs to cooperate  
20 with corporations to provide the incentives to the fundraisers, the method comprising:  
contacting corporations to participate in a fundraising campaign by providing e-  
coupons, the e-coupons providing discounts for online shopping;  
receiving the e-coupons;  
creating one or more virtual goodie bags containing the e-coupons;  
25 contacting friends, family and others to solicit donations; and  
providing the virtual goodie bags to the fundraisers.

22. The method according to claim 1, further comprising the step of receiving  
donations online.

30 23. The method according to claim 1, wherein the e-coupons are received online.